



The Co-operative University of Kenya
END OF SEMESTRE EXAMINATION DECEMBER-2019

**EXAMINATION FOR THE DIPLOMA IN HUMAN RESOURCE MANAGEMENT /
MARKETING (YR I SEM II)**

UNIT CODE: DMPR 1104

UNIT TITLE: PSYCHOLOGY

DATE: 4TH DECEMBER, 2019

TIME: 2:00 PM – 4:00 PM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

Within the context of psychology give **THREE** points to explain each of the following concepts;

- (a) Drives vs. needs (5 marks)
- (b) Imitation aspect of learning (5 marks)
- (c) Physiology of feelings (5 marks)
- (d) Designing an experiment (5 marks)
- (e) Sigmund Freud (5 marks)
- (f) Stress impact on physiology (5 marks)

QUESTION TWO

- (a) Derive the important concepts in short term and long term impact of stress (10 marks)
- (b) List with examples the **FIVE** important elements of the ERG theory of motivation (10 marks)

QUESTION THREE

- (a) In which **FIVE** variations do we encounter the short term and long term impact of stress (10 marks)
- (b) List in detail the factors that affect the Humanistic Personality Theory (10 marks)

QUESTION FOUR

- (a) Use an appropriate example to explain the facial and bodily expression of emotion (10 marks)
- (b) Explain with appropriate examples the classical condition model (10 marks)

QUESTION FIVE

Illustrate in detail an example of detailed scientific method in researching behaviour of your fellow students (20 marks)